

INTERNALIZATION OF MORALS FORM THE CHARACTER OF MUSLIM ISLAMIC ENTREPRENEURSHIP IN THE ERA OF SOCIETY 5.0

^{*1}Muhammad Imamul Muttaqin, ²Ahmad Suzaki Rifa'i, ³Amiliya Nur Rosyidah,
⁴Atta Ayyuhda Prisma, ⁵Siti Kanitaton, ⁶Ulfa Maskanah

1, 2, 3, 4, 5, 6 Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia

^{*1}imamulmuttaqin@uin-malang.ac.id, ²kopitesrifai123@gmail.com,
³amiliyanurrosyidah@gmail.com, ⁴attaprisma@gmail.com,
⁵sitikanitaton@gmail.com, ⁶ulfamaskanah@gmail.com

Abstrak: Dalam era Society 5.0, karakter Islamic entrepreneurship harus dibentuk dengan menginternalisasi akhlak dalam bisnis. Untuk membentuk karakter Islamic entrepreneurship yang baik, internalisasi akhlak dalam bisnis harus diterapkan dengan baik. Hal ini meliputi penggunaan etika dan moral bisnis yang baik, seperti kejujuran, integritas, dan tanggung jawab sosial. Selain itu, karakter Islamic entrepreneurship juga harus dibangun dengan nilai-nilai agama yang baik, seperti mempertahankan keimanan dan ketaqwaan serta mempraktikkan ajaran Islam dalam bisnis. Dalam era Society 5.0, di mana teknologi semakin berkembang pesat, Islamic entrepreneurship juga harus mengambil manfaat dari teknologi yang ada untuk mengembangkan bisnis dengan cara yang baik dan etis. Namun, penggunaan teknologi juga harus diimbangi dengan etika dan moral bisnis yang baik agar karakter Islamic entrepreneurship tetap terjaga. Dalam rangka mencapai kesuksesan dalam bisnis, karakter Islamic entrepreneurship juga harus dibentuk dengan sikap yang positif, seperti rasa percaya diri, ketekunan, dan kreativitas. Dengan menerapkan internalisasi akhlak dalam bisnis dan membentuk karakter Islamic entrepreneurship yang baik, diharapkan para pengusaha dapat meraih kesuksesan dalam bisnis dengan menjunjung tinggi nilai-nilai moral dan agama yang baik.

Kata kunci: Internalisasi Akhlak, Karakter Islamic Entrepreneurship, Era Society 5.0

Abstract: In the era of Society 5.0, the character of Islamic entrepreneurship must be formed by internalizing morals in business. To form a good Islamic entrepreneurship character, the internalization of morals in business must be properly implemented. This includes the use of good business ethics and morals, such as honesty, integrity, and social responsibility. In addition, the character of Islamic entrepreneurship must also be built with good religious values, such as maintaining faith and piety and practicing Islamic teachings in business. In the era of Society 5.0, where technology is growing rapidly, Islamic entrepreneurship must also take advantage of existing technology to develop business in a good and ethical way. However, the use of technology must also be balanced with good business ethics and morals so that the character of Islamic entrepreneurship is maintained. To achieve business success, the character of Islamic entrepreneurship must also be formed with a positive attitude, such as self-confidence, perseverance, and creativity. By implementing moral internalization in business and forming a good Islamic entrepreneurial character, it is hoped that entrepreneurs can achieve success in business by upholding good moral and religious values.

Keywords: Internalization of Morals, Character of Islamic Entrepreneurship, Era Society 5.0

Introduction

Technology development and business digitalization have opened up new opportunities for the business world in the era of Society 5.0. However, in building a successful and sustainable business, it not only requires

reliable business skills and abilities, but also good character and attitude. One of the business characteristics that needs to be instilled is Islamic Entrepreneurship, which is a business based on Islamic religious principles.

In Islamic Entrepreneurship, moral and ethical values in doing good business are important in making decisions and running a business. Internalization of morals in business changes an important need so that business people can face challenges and changes in the era of society 5.0 in a good and wise way.

At the same time, the rapid development of technology will also bring some significant impacts to Islamic entrepreneurship. The use of the right technology can help entrepreneurs optimize their business to be better and more precise in its implementation, but at the same time it also raises new challenges in terms of business ethics and morals.

Therefore, a business approach based on morals is becoming increasingly crucial in the era of society 5.0. In this paper, we will discuss how moral appreciation to build the character of Islamic Entrepreneurship in the era of Society 5.0. It aims to share high knowledge about the importance of moral and religious values in business, as well as how entrepreneurs can face challenges and changes in the era of society 5.0 using good and wise ways..

Method

The research method used is the library research method (literature review). Library research is research that uses libraries as data sources, these libraries can be in the form of someone's notes, curriculum vitae, written letters or other information that may reveal a person's behavior or psychological condition. Library research or literature study has several characteristics, namely: Researchers deal directly with data not directly from the field, library data is generally a secondary source and not original data from first hand, library data is not limited by space and time. In this study, the researcher used the library research research method with reference to related books and research articles that related to and supported the research theme. The data used in this study were found not to go directly into the field, but to collect data based on previous research that had been carried out. The data sources used are books, Google Scholar databases, libraries, e-resources in the form of articles and journals, and so on.

Findings and Discussion

Business Trip Of The Prophet SAW

Muhammad was born to a merchant family in a place where it was difficult to grow crops because the soil was rocky and dry. He lived with a desert tribe and learned about raising sheep and camels. When he was 10 years old, he helped his uncle by doing various jobs such as collecting firewood and raising goats. He also went to trade shows where he heard people talking about different religions. (Yahya 2020)

When Prophet Muhammad (peace be upon him) was twelve years old, some argue that his uncle Abu Talib invited him to travel on trade to the land of the Levant (present-day Palestine and its surroundings) for approximately two months and ten days. They set out and finally reached Bushra, an area that belongs to the Levant and is the capital of the Hauran. Although the area was under Roman rule at the time, Bushra was also the capital of the Arabs.

When he was a teenager, Prophet Muhammad S.A.W did not have a permanent job, but there are some narrations that mention that he was frequent. There is also another narration that states that the Prophet Muhammad returned to his job as a goat herder as he used to do as a child. He took care of the goats belonging to the family and the Meccans who entrusted their goats to him. This work provided invaluable teaching for the Prophet Muhammad because it required perseverance, patience, calmness, and skill in action. Despite not having a permanent job, Muhammad was famous as a young man who had noble morals: honest, trustworthy, polite, and simple. He did every job wholeheartedly. Muhammad's moral glory was heard by a woman, Khadija, who was a wealthy merchant and had a distinguished descendant. Khadija often paid many men as trading using a profit-sharing scheme. Khadija then sent someone to invite Muhammad to trade in the land of Sham. (Heriyansyah t.t.)

For approximately twenty years, the Prophet (peace be upon him) engaged in entrepreneurial or trading passion, which made him widely known in Syria, Basra, Yemen, Jordan, Irak and cities in the Arabian Peninsula. However, important explanations of his business skills and experience have not received adequate attention to date. Before becoming a mudharib, the manager of Khadija's wealth, Prophet Muhammad often went on business trips.

For example, he visited Yemen and Syria in the city of Busrah. In the Halabiyah Sirah, it is said that he made four trade journeys on behalf of Khadija, two of them to Abyssinia and two to Jorasy (Jordan), and one trip to Yemen with Maisarah. In addition, he also made several business trips to Abyssinia and Bahrain. The trade trip to Syria was the fifth trade trip on behalf of Khadija, and the Prophet Muhammad also made his own trade trip which was his sixth journey. One of the most famous journeys was when he traveled with his uncle when the Prophet was 12 years old. (Mukhlas 2020)

There are several principles and concepts that became the background of Prophet Muhammad's success in business. These principles are basically the basic principles of humanity that support one's success in entrepreneurship. According to Didin Hafiduddin, the character of entrepreneurial ethics which is the basis of modern entrepreneurial ethics, which has also become the foundation of the success of the Prophet Muhammad's business, includes the following: (Mustofa, S. Ag 2013)

1. Shiddiq, which means honesty and truth, reflecting integrity in business. The values underlying this principle include being honest, sincere, trustworthy, and having emotional balance in all aspects of the business.
2. Amanah, which means trust, emphasizing the importance of being a trusted person in business. The values associated with this principle include trust, responsibility, transparency, and adherence to time.
3. Fathanah, Which means smart, painstaking, refers to mastering knowledge that is smart, creative, confident, courageous, and also wise. Entrepreneurs who have this trait live and understand specifically all aspects of their duties and obligations with intelligence.
4. Tabligh, which means communicative, emphasizing the ability to deliver messages correctly and through pleasant and gentle sentences. In a business context, this means having the ability to communicate well, convey the company's vision and mission accurately to stakeholders, and being able to reveal product excellence without using lies or fraud to customers.

These principles reflect ethical values that are important in business and can be the foundation for an entrepreneur in achieving sustainable success, besides that there are also several things that are the foundation of the success of the Prophet SAW's business:

1. Justice and Truth: Prophet Muhammad based his business on the principles of justice and truth. He always strives to be fair in all aspects of his business, from transactions to relationships with customers, partners and employees.
2. Honesty: Prophet Muhammad was famous for his integrity and honesty. He always speaks and behaves honestly in all matters related to his business. This honesty builds strong trust from others, which is an important foundation in business.
3. Amanah: Prophet Muhammad put forward the principle of amanah in his business. He always fulfilled promises, kept the trust placed in him, and treated the property of others with full responsibility.
4. Service and Public Relations: Prophet Muhammad provided good service and treated customers and business partners with gentleness and warmth. He understands the importance of establishing good relationships and building emotional bonds with those around him.
5. Just Leadership: Prophet Muhammad practiced fair leadership in his business. He not only prioritizes personal interests, but also pays attention to prosperity and also evenness for everything in his business.

These principles are the cornerstone of entrepreneurial ethics that are important in achieving success, and Prophet Muhammad S.A.W has shown exemplary in applying them in his business practices.

The professional business carried out by the Prophet SAW before being appointed as an apostle, in the face of the social situation of society at that time, has been enshrined in the form of words or hadith which become a guide of practice for Muslims. There are several business principles of the Prophet that became hadith and are recommended to be carried out by his people, including the following:

1. Principle of agreement ('an tarāḍin): Sale and purchase transactions must be carried out according to the agreement between the two parties. The transaction must be based on the consent of both parties without any coercion.
2. Principle of cleanliness (sacred goods): Goods that are the object of transaction must be clean and free from defects or damage that can affect their value or quality.

3. Principle of no element of deception (gharar): In business, there should be no element of excessive uncertainty or deception. All relevant information and conditions must be clear and transparent.
4. Principle of clarity of position and size of goods: Goods traded must have a clear position, size, weight, and quantity. It is important to ensure a fair agreement between the seller and the buyer.
5. Principle of ownership of goods: The goods sold must be the legal property of the seller. There must be no unauthorized sale of goods or infringing the property rights of others.
6. Principle of prompt payment: Wages or payments must be made immediately after the transaction is completed. There must be no delays or arrears in payments that may harm other parties.
7. The principle of non-treason in business relations: There must be no betrayal or denial of agreements and obligations that have been agreed in business relations. Trust and integrity must be maintained in every transaction.
8. Principle of not hoarding goods: In business, there should be no practice of hoarding goods with the aim of creating scarcity and manipulating market prices. This principle emphasizes the importance of balance and fairness in the distribution of goods. (Albab dkk. 2018)

There are also things that support the Prophet SAW to become a businessman are as follows: (Saifullah 2011)

1. Arab society is divided into two groups based on geography, namely city dwellers (ahl al-Hadharah) and desert dwellers (ahl al-Badiyah). These geographical differences affect their social institutions, lifestyles, professions, and civilizations. Before the time of Islam, the economy of the Arabs was very simple and limited. Most Arabs live on grazing and animal husbandry. The main economic activities include trade, agriculture, and industry. Trade took precedence in the city of Makkah, which became the center of the city's activities and a place of worship and meetings around the Kaaba. Seasonal markets are also held in the region.
2. Economic Factors Prophet Muhammad's father, Abdullah ibn Abdul Muttalib, died at a young age, leaving behind a small inheritance such as camels, goats, and a female slave, um Aiman. The inheritance was used to meet the needs of Muhammad's life and care. From birth, several people including Halimah bint Abi Zuwayb, a Bedouin governess, breastfed Muhammad. Muhammad's family belonged to the poor class and did not have the ability to pay for the cost of caregiving.
3. Muhammad's father, Abdullah ibn Abdul Muttalib, came from a well-known and wealthy family among the Quraysh tribe. But after his father's death, Muhammad was raised and cared for by his uncle, Abu Talib. Abu Talib took Muhammad to trade in various markets such as Majannah, Dhul Majaz and Ukaz. Ukaz Market was a very famous place of buying and selling in the Arabian Peninsula at that time.
4. Khadija Muhammad married Khadija when he was 25 years old. Khadija is a wealthy businessman and has excellent managerial skills. Before marrying Muhammad, Khadija had been married twice before. Muhammad's marriage to Khadija was a perfect fit, with Muhammad working hard and honestly as Khadija's employee, while Khadija was a wealthy widow. Muhammad learned about wealth management and management from Khadija, which encouraged him to become a businessman.

The Rise Of Business In Today's Millennial Generation

In today's development, we can see a significant increase in the number of business activities in various sectors and fields. This phenomenon can be explained by several interrelated factors, such as technological advances, social changes, and global trends. Many young business people are increasingly showing their activities on technology screens such as TVs, mobile phones and other communication devices. Even business activities are not only carried out by people who have property, because many young people who are still studying have also begun to plunge and explore the world of business or entrepreneurship.

Some of the reasons why business among youth is increasingly rife:

1. Technology and Internet: Today's youth are growing up with increasingly advanced technology and the internet. They have high tech knowledge and skills, allowing them to leverage online platforms and social media to start and grow their business.

2. **Availability of Resources:** Youth have a slightly easy path to the resources needed to start a business, such as venture capital, equipment, and mentors. There are also many organizations and institutions that support youth business development by providing scholarships, training, and other assistance.
3. **Interest and Motivation:** Many youths have increased motivation and interest to become entrepreneurs. They may be inspired by the success stories of other young entrepreneurs or want to create something different and follow their passion.
4. **Independence and Freedom:** Business gives youth the opportunity to become independent and have control over their own careers. In an ever-changing world, many youth seek freedom to pursue their dreams and create opportunities.
5. **Innovative Approach:** Youth tend to have an innovative approach to business. They bring fresh ideas, creativity, and the courage to take the risks necessary to create a successful business. (Kinsey dan Company 2019)

The emergence of many young business people today is also faced with several obstacles and problems that they need to face. Here are some common obstacles often faced by young business people:

1. **Limited capital:** Young business people often face challenges in obtaining proper funding to conduct or grow their business. Limited access to financial resources can hinder business growth and limit the ability to compete in the marketplace. Limited sources of capital can also limit their ability to deal with unexpected business challenges. (Carter dan Ram 2003)
2. **Lack of experience and knowledge:** Young business people may not have enough experience in running a business. A lack of understanding of aspects of business management, marketing strategy, or finance can be an obstacle in managing a business effectively. Limited education and training in the business field can also be an obstacle in facing complex challenges in the business world. (Fitzsimmons dan Douglas 2011)
3. **Fierce competition:** Young entrepreneurs often have to compete with established businesses that have a strong market share. Intense competition can make it difficult for young businesses to gain customers or attract market attention. They need to develop innovative and differentiated strategies to differentiate themselves from existing competitors. (Kantis, Federico, dan Rabetino 2004)
4. **Lack of networking and connections:** Strong connections and networks in the business world are essential for opportunities, mentorship, and support. Young business people may face difficulties in building a wide network and gaining access to people who can help them in business development. This lack of connections can limit their ability to obtain greater advice, capital, or business opportunities. (Lutjhe dan Franke 2003)

The Number Of Business Activities That Are Not In Accordance With Islamic Shari'a

The rise of business among today's youth, this does not necessarily provide certainty that the business activities that are being carried out are certainly in accordance with the Islamic tariat. Moreover, we as Muslims whose all aspects of life have been listed in the Qur'an and Assunnah, then we must also try in such a way as to always be able to obey and comply with the Sharia in carrying out all daily activities, including entrepreneurial activities.

In today's digital era, there has been a significant increase in the number of businesses and entrepreneurs in various sectors. However, the large number of businesses that have not been in accordance with the basics of Islamic sharia is an important concern for Muslims. This phenomenon is a concern for Muslims who want to follow religious principles in running their business. The importance of business in accordance with the principles of Islamic sharia can be seen from several hadiths, such as the hadith narrated by Ibn Majah, that "*By Allah, indeed Allah prefers a servant who works a field to support his family than a servant who worships at night and begs during the day*". The number of businesses that are not necessarily in accordance with Islamic law includes several aspects:

1. **Businesses that involve sources of income that are haram in the view of Islam, such as the sale of alcohol, pork, or products that violate the principles of halal and kindness. This kind of business is contrary to the principles of Islamic Sharia which is based on obedience to Allah Almighty. (Siddiqi 2009)**

In Islam, there are several verses that state the prohibition against alcohol consumption and also the activity of buying and selling alcohol. Here is one of the verses that lists the prohibition is Q.S Al-Maidah;90

تُفْلِحُونَ لَعَلَّكُمْ فَاجْتَنِبُوا الشَّيْطَانَ عَمَلٍ مِنْ رِجْسٍ وَالْأَزْلَامِ وَالْأَنْصَابِ وَالْمَيْسِرِ الْحَقِيرِ إِنَّمَا أَمْتَرَ الَّذِينَ يَأْتِيهَا

It means: "O believers, verily (drinking) khamar, gambling, (sacrificing for) idols, drawing lots with arrows, are among the deeds of Satan. So stay away from these deeds so that you may have good luck." (Al-Maidah: 90)

This verse confirms that drinking khamar (including alcohol) is the devil's act and invites Muslims to stay away from it. In this context, the buying and selling of alcohol is also a prohibited act, because it involves the trade in illicit goods. There are also several hadiths that corroborate the prohibition against buying and selling alcohol in Islam, namely:

إِلَيْهِ وَالْمُخْمُولَةَ وَحَابِلَهَا وَمُعْتَصِرَهَا وَعَاصِرَهَا وَمُتَبَاعِهَا وَبَائِعَهَا وَسَاقِيَهَا وَشَارِبَهَا الْحُمْرَ اللَّهُ لَعَنَ

It Mean: "In a hadith narrated by Ibn Umar, the Prophet (peace be upon him) said, "Allah decrees khamar, its drinker, its presenter, its seller, its buyer, its bearer, and the one who asks for it." (HR. Muslim.)

- Businesses that rely on riba or interest in financial transactions are not in accordance with the principles of Islamic Shari'a. Riba is forbidden in Islam, and businesses involving interest on loans or investments are unacceptable in the context of Islamic finance. (Kahf, 2000) Even though Riba is clearly forbidden by Allah Almighty through its verse in Q.S Al-Baqarah; 275

قُلْ هُوَ فَاتَنَّهُ رِيهًا مِنْ مَوْعِظَةٍ جَاءَهُ ۚ فَمَنْ الرِّبَا وَحَرَّمَ الْبَيْعَ اللَّهُ وَأَحَلَّ الرِّبَا مِثْلَ الْبَيْعِ إِنَّمَا قَالُوا بِأَنَّهُمْ ذَلِكَ الْمَسِيءُ مِنَ الشَّيْطَانِ يَتَخَبَّطُهُ الْدَيْبِيُّ يُعْتَمِدُ كَمَا إِلا يُعْتَمِدُونَ لَا الرِّبَا يَأْكُلُونَ الَّذِينَ خَلِدُونَ فِيهَا هُمْ ۗ النَّارِ أَصْحَابُ فَأُولَئِكَ عَادَ وَمَنْ ۗ اللَّهُ إِلَى وَأَمْرُهُ ۗ سَلَفٌ مَا

It means: "Those who eat usury cannot stand but are like those who enter Satan because they are mad. This is because they say that buying and selling equals usury. Even though Allah has legalized buying and selling and forbidding usury. Whoever gets a warning from his Lord, and he stops, then what he has obtained first belongs to him and his business (is left) to Allah. Whoever repeats them is an inhabitant of hell, and they remain in it."

- Businesses that involve fraudulent practices, fraud, or manipulating customers or business partners are incompatible with the ethical and moral values in Islam. Sharia encourages honesty, fairness, and transparency in every aspect of life, including business. (Kamali 2008)

In Islam, there are several verses of the Qur'an that state the prohibition against businesses that involve fraudulent and fraudulent practices. One of the verses that includes the prohibition is in QS Al-Muthaffifin: 1-4 "Woe to those who cheat, that is, those who when they receive a measure from others they ask to be fulfilled, and when they measure or weigh for others, they reduce. Don't those people bear that they must have been resurrected to be reckoned with?" (Al-Muthaffifin: 1-4)

This verse condemns the fraudulent practice of business, where a person asks that the measure be fully fulfilled when they become a buyer, but when they become sellers, they deliberately reduce the dose or scale to get more profit. This verse confirms that fraudulent acts in business will not escape accountability before Allah Almighty.

While there is no verse that specifically prohibits businesses that rely on fraudulent and fraudulent practices, Islamic principles that include honesty, fairness, and ethics in doing business implicitly prohibit such practices. As Muslims, we are expected to conduct business with honesty, transparency, and adhere to the ethical values set forth in the religion.

- Businesses offering products or services that violate Islamic principles, such as gambling, prostitution, or trade in haram goods, are clearly contrary to Islamic law. (Karim 2010)) In Islam, there are several verses of the Qur'an that provide explanations about business that is forbidden, one of which is in QS. Al-Baqarah verse 188

تَعْلَمُونَ وَأَنْتُمْ بِالْأَمْوَالِ النَّاسِ أَمْوَالٌ مِنْ قَرِينًا لِيَأْكُلُوا مِنْهَا الْهَلْكَامَ إِلَىٰ بَعَا وَتَدُلُّوهُ بِالْبَاطِلِ بَيْنَكُمْ أَمْوَالِكُمْ تَأْكُلُوا وَلَا

It means: "And do not eat of your possessions among you in a foolish way, and do not take them to the judge, that you may eat some of the possessions of others by sin, even though you know." (Al-Baqarah: 188)

This verse affirms the prohibition against eating other people's property in an improper manner or through fraudulent practices in business. The verse also calls on Muslims not to use legal channels to gain an unjust advantage and violate the rights of others.

In developing a business or becoming an entrepreneur, it is very important for Muslims to consider adherence to the principles of Shari'a. This involves an in-depth understanding of Islamic teachings, consultation with scholars or sharia experts, as well as the adoption of business models that are in accordance with the ethical and moral values in Islam. Unfortunately, in this commercial age, many young entrepreneurs are tempted to involve themselves in businesses that are not in accordance with the principles of Islamic law. They may be tempted by great profit opportunities, market trends, or social pressure for material success. As a result, there are many businesses and entrepreneurs who are not in line with religious teachings.

However, there are also many young entrepreneurs who are committed to running their businesses in accordance with the principles of Islamic Shari'a. They look for opportunities in the halal sector, such as halal food and beverages, Muslim clothing, Muslim tourism, or technology that supports Muslim life. They strive to maintain the integrity of their religion and gain blessings in their endeavors

Tips To Become A Successful Entrepreneur Islamic Perspective

a. Reflecting the nature of the Prophet in an entrepreneur

The millennial generation is a generation that is very vulnerable to having great ambitions, with this great ambition must be accompanied by attitudes that have been exemplified by the Prophet of Allah, so that this millennial generation can pick what he has struggled, among the attitudes that have been exemplified by the Prophet in entrepreneurship as follows:

1. Fatanah (Smart)

Fatanah is the ability to think, have a high level of intelligence, be creative, dare to take risks, good at recognizing opportunities, confident, and wise. The millennial generation who has a fatanah attitude is those who are able to understand, understand, and live deeply everything related to their duties and responsibilities intelligently. Here are the benefits of fatanah attitude for millennials in entrepreneurship.

- a) The millennial generation with high intelligence is able to create and make various useful innovations. Creativity and innovation can only be achieved by those who continuously improve their knowledge and understanding.
- b) Millennials who have great ambitions in finding and finding new business opportunities must be supported by a high level of intelligence in order to be able to pursue existing opportunities.
- c) With high intelligence, they will run the business with regularity, discipline, and focus on learning to achieve better products.
- d) Businesses supported by high intelligence enable good coordination, formation of work teams, creation of control systems, and implementation of effective supervision.

With high intelligence, they are able to see the burning spirit in the soul of the younger generation and are able to compete healthily. (Nurlaila 2021)

So someone who has a falahan nature will be very easy to do business because of course he is able to face all existing challenges, clever in reading the situation, good at finding loopholes, and smart in finding solutions to existing problems.

2. Amanah (trustworthy)

Amanah is everything that is obligatory to a Muslim for what is entrusted to him and contains responsibilities in the manner that Allah Almighty prescribes. The nature of trustworthiness. Today's young generation must instill trustworthiness in themselves, because in this day and age with sophisticated technology in the 4.0 era there are many things that can encourage us to betray. Having a trustful nature in business will bring success. Here are the benefits of trustworthiness when applied in the world of entrepreneurship:

- The nature of trustworthiness will encourage a person to have an attitude of responsibility for everything.
- The nature of trustworthiness also brings someone to have our integrity to others and can improve existing social relationships.

- The nature of trustworthiness will bring inner calm with inner calm will foster confidence. (Misbach 2017)

By looking at the benefits that exist, a businessman should require having this trustful attitude, because in building a business, good social relations are needed.

3. Shiddiq (Honest)

Being honest is a notification to a person of what he believes in his heart. This notice is in the form of truth, whether it is word or deed. Allah said in surat ar Rahman: 9

الْمِيزَانَ تَحْسِرُوا وَلَا بِالْقِسْطِ الْوَزْنَ وَأَقِيمُوا

It means: "*establish the balance justly, and do not diminish it.*"

By looking at Allah's Commandment in sura tar Rahman, surely what Allah commands will bring good feedback to us, therefore we see the benefits of honesty:

- Being honest with oneself will lead him to always be trustworthy.
- With an honest nature, there will be no enemies in our lives.
- If you are accustomed to honesty, you will be respected by others. (William 2019)

Honesty is key to a trustworthy entrepreneur. In entrepreneurship, it is important to be based on willingness, openness, and transparency between the two parties, without either party being harmed. Especially for the younger generation who have strong energy, being an entrepreneur must be strengthened by honesty in word and deed. The Prophet has set good examples in doing business, one of which is honesty.

4. Tabligh (Convey)

Tabligh is the act of conveying or inviting and setting an example to others to do the right things in life. This tabligh trait has positive benefits for someone who applies it, including:

- a) Raising awareness: By doing tabligh, one can increase one's and others' awareness of the right, good, and moral values that need to be applied in daily life.
- b) Improving society: Through tabligh, one can make a positive contribution in improving society and the surrounding environment. By setting an example and encouraging others to do the right things, you can create good change in the community.
- c) Increasing kindness: Tablighi can be a means to spread goodness and justice. By providing understanding and inviting others to do right, it can influence them to do good deeds and benefit themselves and others.
- d) Build strong relationships: Through tabligh, one can build strong relationships with others. By setting a good example and delivering a positive message, it can help strengthen interpersonal relationships and create bonds that support each other in achieving common goals.
- e) Improve oneself: By doing tabligh, one can also improve oneself. Through the process of conveying and inviting others, a person will continue to learn and hone his ability to communicate, inspire, and be a good role model.
- f) Thus, tabligh has far-reaching benefits, both for individuals and society as a whole, in creating a better and benevolent life. (Usniah 2017)

In entrepreneurship, a young man must have a confident attitude in delivering a product well so that it causes buyer attraction, this trait is a positive trait possessed by the Holy Prophetsa.

b. Setting a Positive Entrepreneurial Mindset

1. Intending to Worship Hoping for the Pleasure of Allah SWT

Intention and effort are two inseparable things. A person will achieve goals according to the intention underlying his work to achieve these goals. If a person is entrepreneurial with the intention to achieve sheer wealth, then when he achieves success and wealth, he will stop there. Wealth, luxury goods, and other attributes of the world will eventually make a person feel bored. However, if a young man is

entrepreneurial with the intention to build the nation through his wealth, when he achieves success, he will have many opportunities to do good things.

Life is like a spinning wheel, sometimes we are at the bottom and sometimes at the top. However, the most important thing is not our current position, but how our attitude is to carry out what Allah Almighty has determined with a pleased heart. Because in essence, this life is nothing but to seek the pleasure of Allah SWT. Even to go to heaven, it is not enough just to do a little charity. The most important thing is the abundant pleasure and affection of Allah, so that we can enter His paradise. Allah created man only to obey him, this is stated in Qs. Az Zariyat Verse 56:

لَعِبْدُونَ إِلَّا وَالْإِنْسَ الْجِنَّ خَلَقْتُ وَمَا

It means: "I did not create jinns and men but that they might serve Me,"

Everything we do in this world should be only because of Allah alone, including being an entrepreneur who does not know how strong the wind will hit because when starting to open a business, the intention to worship and only because of Allah SWT alone, so that the benefits obtained are not limited to the enjoyment of the world, so that the results obtained can bring benefits to life in the hereafter, Nothing is eternal in this world, everything is just a deposit from Allah SWT, Allah has the right to take it at any time so that when you have the intention only because Allah will be able to present a happy heart.

Life on earth is a means to achieve a happy life both in this world and in the hereafter. This principle underlies the view that every activity we do in the world is worship, because all of these things become the main provisions for our meeting with Allah SWT. Making a living or working is a noble practice, therefore it must begin with good intentions. With good intentions, we will achieve success. When we are entrepreneurial with sincere intentions for Allah SWT, the work we do will become worship and always be in His pleasure.

2. Mindset of an Entrepreneur

Entrepreneurial mindset is the ability of an entrepreneurial mindset in overcoming challenges, being assertive, and being responsible for results. There are four main components of an entrepreneurial mindset, namely:

- Cognitive Intuitive Style is with little information but able to draw conclusions and act quickly in overcoming a problem.
- Entrepreneurial Alertness is having the ability to compare new information with existing information in order to get suitable opportunities.
- Entrepreneur metacognition is being able to see things from various points of view.
- Resource, Able to obtain, process and develop existing resources.. (Rosmiati dan Nasyariah 2022)

The argument above is also in accordance with the results of research from Suaidy & Ramli, which states that those who have an entrepreneurial mindset will encourage students to want to enter the world of entrepreneurship, even with the background of a student who does not like challenges and is less courageous in taking risks. (Suaidy dan Ramli 2019)

McGrath and MacMillan have identified five characteristics of an entrepreneurial mindset that have similarities to entrepreneurial habits, namely:

1. Interest in finding new opportunities: Entrepreneurs have a high interest in finding new opportunities to grow their business.
2. Discipline in looking for opportunities: Entrepreneurs have a high level of discipline in looking for opportunities, they conduct in-depth research and analysis to identify the right opportunities.
3. Pursue the best opportunities: Entrepreneurs have the ability to select and pursue the best opportunities with efficiency, without wasting energy on every available option.
4. Focus on action: Entrepreneurs have a strong focus on real action. They not only think and plan, but also move to implement their ideas and plans.
5. Engage the energy of everyone around them: Entrepreneurship tends to engage and mobilize the energy of everyone in their environment, be it co-workers, business partners, or employees, to achieve common goals and develop business potential.

By paying attention to these characteristics, entrepreneurs can develop a strong and effective mindset in running their business.

Meanwhile, in the development of an entrepreneurial mindset, you can go through these three stages, namely:

- Self-leadership paraphrasing is the process by which a person influences his own attitudes, actions, and mindsets to achieve self-determined directions and self-derived motivations.
- Develop the habit of creativity. Creativity is the ability to generate new ideas, inventions, products, or artistic objects that are considered unique, useful, and valuable to others.
- Develop improvisational habits. Improvisation is the ability to adapt and produce solutions or actions without prior preparation. (Kirkley dan Walton 2016)

The argument above is the same as the argument expressed by Maulidian, Sumiasih, Puspitasari, & Seftiono, that is a big factor in driving entrepreneurs. Someone who has an entrepreneurial mindset will have the mindset to choose to take risks rather than avoid them, not consumptive and have the thought of always being creative. With this thought, it will have a big impact on him. The argument above is the same as the argument expressed by Maulidian, Sumiasih, Puspitasari, & Seftiono, that is a big factor in driving entrepreneurs. Someone who has an entrepreneurial mindset will have the mindset to choose to take risks rather than avoid them, not consumptive and have the thought of always being creative. With this thought, it will have a big impact on him. (Maulidian dkk. 2022)

Entrepreneurial Ideas For Millenials

Entrepreneurship, also known as entrepreneurship, is the act done by a person to create something that has economic value, both for himself and others. One important aspect of entrepreneurship is the ability to identify opportunities, as well as being able to generate new and unique ideas through creative and innovative thinking. In addition, receiving input and feedback from various parties is also important so that the business can continue to grow. Entrepreneurship also plays an important role in a country's economic growth, and is often considered as one of the driving factors in encouraging economic growth through entrepreneurial actions taken. (Hasan dkk. 2021)

In Indonesia, entrepreneurship teaching is limited to a certain number of schools or universities. However, along with existing developments and challenges, such as the economic crisis, the understanding of entrepreneurship through formal education and training at all levels of society began to develop. (Ayuningtias dan Ekawati 2015) As a regulator, the government has a responsibility to ensure a good and conducive business environment and adequate security, as a means to encourage increased domestic investment. The government is also expected to be able to make improvements to infrastructure and public facilities that play an important role in the smooth operation of the company, both in the private sector and the public sector.

However, keep in mind that the growth in the number of entrepreneurs needs to be supported by educational institutions, including universities. Education has a very important role in providing the foundations for entrepreneurs to work with ideas and creativity. Therefore, the government needs to ensure that educational institutions provide relevant and comprehensive education in the field of entrepreneurship.

Thus, collaboration between the government and educational institutions is important to create an environment that supports the growth of sustainable and innovative entrepreneurs in Indonesia. (Kasmin Hutagalung, Fitri, dan Widya Ritonga 2019)

With the times, millennials are increasingly skilled in using available technology, so they have unhindered access to obtain knowledge and information about entrepreneurship. They can easily leverage various existing media to innovate, create, and even identify future opportunities. However, in entrepreneurship, millennials need to develop a strong motivation to create work and compete using social media as a means of promoting their business. (Yusuf dan Melasari 2022)

The millennial generation needs to cultivate a strong spirit in creating and competing in the entrepreneurial world using social media. In utilizing social media to promote their business, they must continue to adapt and improve their ability to compete in a highly competitive market.

In the context of entrepreneurship in the current era, it has become common for us to associate it with the use of smartphones and social media. This is because we need to keep up with the ongoing times. Ali Bin Abu Talib's message stating, "Educate children according to their time because they live in their time not yours," is very relevant in this context. As individuals living in today's technological age, it is important that we are able to adapt and learn about our own times in order to survive and interact effectively.

Before starting a business, millennials can pay attention to several stages of training related to digital entrepreneurship, such as Basic Digital Entrepreneurship Training, Digital Entrepreneur Business Strengthening Training, and Digital Entrepreneur Business Development Training. Through these training stages, millennials can gain the knowledge and skills needed in digital entrepreneurship. (Gunawan dan Hazwardy 2020)

In business, it is important to create differentiation or make ventures that are different from existing ones. The business that is run needs to create a special positioning in its business activities, both through the commodities offered, services provided, and other factors. Differentiation and positioning can be done through the following:

- a) Product: In creating differentiation, it is important to create a model, quality, and product design that is specific and different from other products already on the market.
- b) Service: By providing good and preferential treatment to customers, it can create a unique positioning in terms of service.
- c) Convenience: Creating convenience for customers, such as providing shuttle or other services, can be an attractive differentiation factor.
- d) Price: Pricing according to the conditions of the consumers served is also an important factor in creating differentiation.
- e) Assurance: Providing convincing guarantees to consumers can improve business positioning in terms of trust and quality.
- f) Product portfolio: Offering a wide range of diverse products can also be an attractive differentiation factor for customers.
- g) Trust: Building a high level of trust in consumers is an important step so that they feel confident and have no doubts about the producer or seller.
- h) Communication: Opening an easy and affordable communication space for everyone who wants to obtain company information is important in creating a good positioning.
- i) Customer experience: Creating a sense of family, camaraderie, and giving your best in interactions with customers can also be strong differentiation factors.

By undertaking such steps, businesses can create a unique positioning and differentiate themselves from competitors in the market. (Wiyono dan Ardiansyah 2020)

Through the explanation of entrepreneurship in this sub-chapter, both regarding the stages of training and differentiation and positioning, it is expected to increase the understanding and insight of the millennial generation in entrepreneurship. This is also expected to change the way students think in order to take advantage of existing sophistication as a way for entrepreneurship.

Students can take advantage of technology by establishing social media marketing or creating applications as promising business opportunities. The advantage of this approach is that it does not require large capital and can work with related parties who can facilitate individuals or institutions. In addition, cultural and cultural factors also need to be considered in carrying out this business. Thus, this can be an inspiration to the millennial generation to be entrepreneurial by utilizing technology and creating innovative business opportunities, without neglecting existing cultural and cultural values. (Ambarawati dan Sobari 2020)

Then there are several business ventures that can be carried out by the current generation of lenial noodles as follows: Here are some types of businesses that can be run by millennial children at this time:

- 1) Online shop reseller/ dropshipper business: After the pandemic, online businesses have experienced significant development as many consumers have switched to online transactions. This has led to rapid growth in the online shop reseller/ dropshipper business. By becoming an online reseller or dropshipper, millennials can take advantage of this habit to sell products that are in high demand through social networks.

- 2) Culinary or snack business: The demand for delivery services from restaurants or eateries continues to increase. Many people do not want or cannot afford to make their own dishes at home, so ready-to-eat food products are increasingly in demand. Millennials can take advantage of social media to market their food products online.
- 3) Online tutoring: Many people need online tutoring, whether it's for school, college, or private tutoring. Using platforms like Zoom, Google Meet, or other apps, the market for online tutoring continues to grow and is in high demand.

By choosing one of the businesses above, millennials can take advantage of technology and social media to create promising business opportunities in today's digital era. (Kusuma, Fitria, dan Dewi 2021)

1. Bouquet business, this business is also a trend today. A bouquet is a gift choice for various occasions today such as for graduation ceremonies, birthdays, and other important events. Interestingly from this bouquet is the variety of choices that can be chosen by the concement, namely from a bouquet of flowers, money, snacks, veils or according to customer requests.
2. Digital Services Business, youth can offer a variety of digital services, such as online content creation, graphic design, web development, social media management, or digital marketing consulting. These services can usually be done from home using the right skills and software.
3. MUA, this makeup or makeup service is also one of the choices for millennials who like and are good at decorating or makeup. Not a few are interested in this service, because it is very helpful for people who have important events.
4. Photography Business, a business is perfect for millennials who like to hold a camera or take pictures with good skills. This business is also very popular today, where entrepreneurs also need this photography service to photograph goods or products to be sold to make it look more attractive. There are so many opportunities for someone who runs this photography business, including selling photos online, photobooths, food portraits, models, magazine photos and others.
5. Affiliate Business, youth can make money by becoming affiliates, i.e. promoting other people's products or services through unique links or coupon codes, and earn commissions when any sales or actions are made through those links.
6. Service Provider Business, millennials can open a business as a service provider such as private tutors, fitness trainers, veterinary nurses, event organizers, or wedding planners. These businesses usually utilize certain skills and knowledge possessed by youth.
7. In Application-Based Businesses, youth are often involved in the development of mobile applications, be it gaming applications, productivity applications, or health applications. They can generate revenue from in-app ads, in-app purchases, or by selling apps to users.

Consulting and Training Business, millennials who have special knowledge or expertise can open a consulting or training business in the field they master. For example, a business consultant, marketing coach, or career counselor.

Conclusion

Rasulullah SAW's business trip is an inspirational form of how he managed his business with wisdom, integrity, and fairness. He conducts his trade with ethical principles, prioritizing society's long-term interests and welfare. Rasulullah SAW also showed humility, honesty, and trust in his business transactions. Rasulullah SAW's business trip set an example of the importance of building a business that is based on moral values and pays attention to the needs of the people and society as a whole.

The rise of business in today's millennial generation results from technological sophistication, entrepreneurial spirit, and a paradigm shift given career and financial freedom. Millennials, who grew up with rapid technological advances, have broad access to information and resources that enable them to develop creative ideas and launch businesses quickly. They also pursue freedom and personal fulfillment, emphasizing work-life balance, flexibility, and meaningful goals. The rise of business in the millennial generation reflects the spirit of innovation, independence, and the desire to make a positive impact on the world of business and society in general.

Businesses that do not comply with Islamic law can involve practices such as usury, speculation, fraud, or

take advantage of detrimental social inequality. Therefore, it is increasingly essential for business people to pay attention to Islamic values, ensure the halalness of products and transactions, and prioritize justice and prosperity for all parties involved. This awareness encourages the need for business development based on Islamic Sharia principles.

In this context, being a successful entrepreneur means running a business by paying attention to halal products and transactions, building trust and good relationships with customers and business partners, and positively contributing to society. Tips such as focusing on product and service quality, managing risk wisely, building a solid brand, and innovating according to market demand of which can be implemented within the framework of Islamic values to achieve sustainable business success.

Millennials, who grew up in the technological era and are globally connected, have broad access to information, trends, and market opportunities. In addition, millennials often have larger goals, including sustainability, social responsiveness, and positive societal impact. With innovative ideas, technological prowess, and entrepreneurial spirit, the millennial generation has great potential to succeed in various business fields in this modern era.

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